



*Keep*

**LOUISIANA**

*Beautiful*

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KEEP AMERICA BEAUTIFUL AFFILIATE

# Who We Are & What We Do

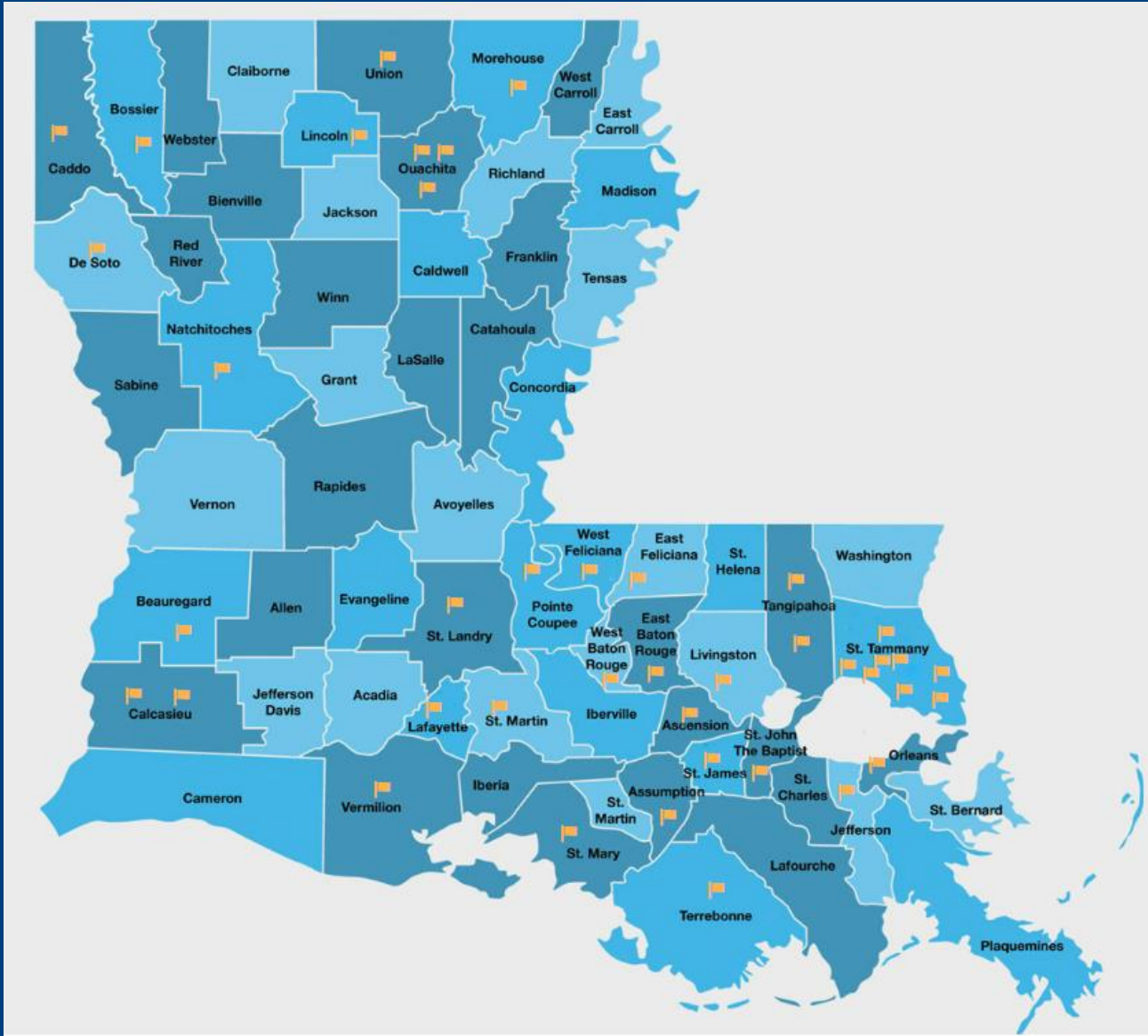






Keep Louisiana Beautiful, a non-profit organization, promotes personal, corporate, and community responsibility for a clean and beautiful Louisiana. What do we focus on?

1. Growing a network of environmental stewards
2. Environmental education
3. Litter prevention
4. Cleanups
5. Enforcement
6. Beautification



## Our Network

- Affiliates
- Volunteers
- Partnering state agencies
- Educators
- Non-profits, businesses, municipalities, and parishes
- KLB Members



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# University Affiliates

KLB graduated its first class of University Affiliates with the close of the school year, welcoming Grambling State University, Louisiana State University, Nicholls State University, Tulane University, University of Louisiana at Lafayette (ULL), University of New Orleans, and Xavier University of Louisiana. The KLB University Affiliate program, engaging college students in environmental stewardship and sustainability practices, is now the largest program of its kind in the U.S.



# Ways That We Support Our Affiliates and the State of Louisiana

## Affiliate Training

- Training calls and meetings for both Community Affiliates and University Affiliates
- State Conference: Oct. 11-12
- Regional Meetings

## Program Opportunities

- Rocksey's Toolbox K-5 Environmental Education
- Resources on enforcement
- Love the Boot Week

## Grants

- Healthy Communities Grants
- Community Affiliate Grants
- University Affiliate Grants
- Receptacle Grants
- Beautification Grants

## Recognition

- Circle of Excellence
- Everyday Heroes







**A Litter-Free,  
Beautiful Louisiana  
= Tourism**



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# 2022 Highlights





# LOVE THE BOOT week

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**280**

registered cleanup &  
beautification events in  
**54** parishes



**8,476** reported  
volunteers & participants



**40,007**  
hours dedicated  
to cleanup &  
beautification efforts

**293**

tons of litter removed  
from Louisiana



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339  
Louisiana  
libraries  
engaged



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# Social Media Campaign





#LovetheBoot





Save the Date: April 17-23, 2023





STOP LITTERING







**Let Louisiana Shine**



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# Task Force on Litter Abatement and Beautification





# Stated Duties of Task Force



Building an understanding of the key drivers of litter and barriers to litter abatement from the production of items that may become litter to consumer behavior with respect to litter;



Identifying solutions to reduce the presence of litter throughout Louisiana's roads, waterways, public spaces, parks, and communities; and



Establishing shared goals and values for litter abatement.

## TASK FORCE SNAPSHOT

13



WORK MEETINGS

400+



VOLUNTEER HOURS

8



RECOMMENDATIONS

47



KEY PRIORITIES



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# 8 Recommendations

1. Establish Fundamentals to Sustain Litter Prevention and Beautification Efforts
2. Raise Public Awareness
3. Build Knowledge through Training and Education
4. Advance Youth Education to Create a Culture of Cleanliness
5. Strengthen Litter and Illegal Dumping Enforcement Efforts
6. Improve Waste Disposal Practices and Recycling Opportunities
7. Expand Litter Prevention and Removal Initiatives
8. Support Beautification and Community Appearance Enhancement

# Recommendation 1: Establish Fundamentals to Sustain Litter Prevention and Beautification Efforts





# Litter Study and Statewide Abatement and Beautification Plan

## Determining and assessing:

- Visible litter - How much, where, what kinds, etc.
- Cost of litter - How much are we spending on abatement?
- Public perception - What is the mindset around litter?

The data collected will create a baseline to measure the reduction of litter, aid in program development and guide targeted media campaigns.

# Recommendation 2: Raise Public Awareness



**STOP LITTERING**



# Growing *Let Louisiana Shine*

Campaign extensions will focus on:

- The litter hotline
- Preventing pedestrian litter
- Preventing motorist litter
- Love the Boot Week
- Customizing creative for local communities
- Youth education
- Roadway signage



# Community Toolkits

- Social media assets to promote litter prevention
- Suggested posts about America Recycles Week and other relevant programs
- Customized logo designs
- Let Louisiana Shine messaging for emails, marketing collateral, etc.
- Infographics
- Ad templates





# Recommendation 3: Build Knowledge Through Training and Education



# Promote Best Practices for Events



Produce and distribute solid waste management, litter reduction, recycling and sustainability best practice manual to outdoor event organizers such as concerts, festivals, and parades.



# Promote Best Practices for Businesses



Produce and distribute solid waste management, litter reduction, recycling, and street-side appearance best practices manual for business managers, owners and developers. Partner with Main St., DDD, Chambers.

# Recommendation 4: Advance Youth Education to Create a Culture of Cleanliness





# Youth Education



Provide youth education by partnering with state and local libraries, homeschool communities, non-formal educators and youth groups to integrate KLB's education lessons in afterschool and summer programs. KLB will provide training, education lesson plans and other resources.

# Recommendation 5: Strengthen Litter and Illegal Dumping Enforcement Efforts



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1

**Authorize legislation and a consistent fine structure** supported by officers, administrators, prosecutors, and judges at the state and local level.

2

**Train those involved in enforcement** and provide additional resources to assist with procedures.

3

Restructure, launch, and **promote hotline** to engage citizen reporting.

4

Increase enforcement of litter and illegal dumping by making more **surveillance cameras available**.

5

Create **enforcement programs** to be adopted by local enforcement entities, like waste hauler inspection programs and zero-tolerance days.



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**Recommendation 6:  
Improve Waste  
Disposal Practices and  
Recycling Opportunities**





# Statewide Waste and Recycling Infrastructure Assessment



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# Recommendation 7: Expand Litter Prevention and Removal Initiatives



# Trash and Ash Receptacle Grants

KLB to develop and manage a grants program to place trash and ash receptacles in public spaces in state, parishes, municipalities, and other political jurisdictions.





# Litter Collection Devices in Waterways

Install and service litter collection devices in highly littered waterways.



## Make Cleanup Supplies Easily Accessible

Make cleanup supplies easily available to increase the number of individual and community cleanups and Love the Boot Week activities. Libraries, fire stations, and/or NGOs will be solicited to manage “Loan Libraries” of trash bags, litter grabbers and safety vests for check in and out.



# Recommendation 8: Support Beautification and Community Appearance Enhancement





# Beautification Grants

KLB to develop and manage a grants program for local communities to beautify entry points to cities and public spaces using native plants, trees, and signage.



# Initial Actions Linked to Tourism





# STATE CONFERENCE 2022

 Hilton Baton  
Rouge Capitol  
Center

 Oct. 11-12, 2022

## FEATURING

Jennifer Lawson  
President and CEO of  
Keep America Beautiful



Billy Nungesser  
Lieutenant Governor of  
Louisiana



Shannon Reiter  
President of Keep  
Pennsylvania Beautiful



## HIGHLIGHTS

Looking at Litter in Louisiana with a  
Baseline Litter Study by Dr. Cecile Carson,  
CD Carson Consulting

EPA Grant Opportunities: Learn How to  
Secure Funds for Local Recycling  
by Renee Bellew, EPA

Announcing New Grants for Trash Receptacles  
and Beautification by Susan Russell,  
Executive Director for KLB

Expanding Litter Enforcement Efforts  
by Rick Moore, State Litter Enforcement Director

Increasing Roadside Litter Removal Efforts  
by Secretary Shawn Wilson, Louisiana DOTD

Let's talk about how we are  
tackling litter in Louisiana.

REGISTER AT [KEEPLOUISIANABEAUTIFUL.ORG](http://KEEPLOUISIANABEAUTIFUL.ORG)

# Attend the KLB State Conference to Learn About the Recommendations Made by the Task Force on Litter Abatement and Beautification

## Oct. 11-12, Hilton Baton Rouge Capitol Center

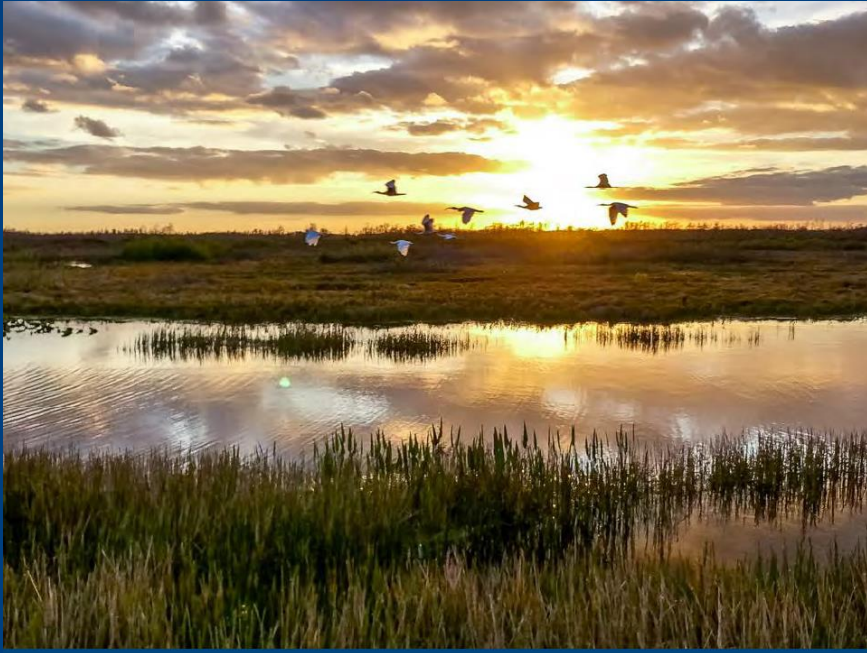






**The KLB State Conference will conclude with the Everyday Hero Awards luncheon featuring Governor John Bel Edwards and recognizing those going the extra mile to keep Louisiana litter-free and beautiful.**





Find the Task Force Report at  
[keeplouisianabeautiful.org](https://keeplouisianabeautiful.org)

**GOVERNOR'S TASK FORCE ON  
STATEWIDE LITTER ABATEMENT  
AND BEAUTIFICATION**

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**REPORT OF TASK FORCE INITIAL RECOMMENDATIONS  
AND KEY PRIORITIES**

GOVERNOR JOHN BEL EDWARDS  
JUNE 30, 2022



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# What can you do now?

- Take 10 to clean up around your business
- Promote the Let Louisiana Shine campaign and tips
- Become an Affiliate or support your local Affiliate
- Join as a member
- Attend our State Conference Oct. 11-12
- Promote KLB grant opportunities to clean and beautify your community, or if you are eligible, apply.
- Participate in and promote Love the Boot Week and the 4<sup>th</sup> Saturday Pledge Program

[keeplouisianabeautiful.org](http://keeplouisianabeautiful.org)





Welcome to the neighborhood!  
We're happy you're here.



During your visit, we hope you will join us in helping to **Keep the Quarter Clean** for all of us who live, work and enjoy this magical neighborhood.

Please dispose of all trash in appropriate litter can receptacles.

**Taking Along a Drink?**

Grab a reusable go cup and enjoy your ramble! Carrying open glass bottles in the city is not permitted so pour that drink in a plastic cup before you leave the hotel, restaurant, or bar.



**Report an Issue**

If you see trash, debris, or other sanitation issues that need attention, please report them and our sanitation partners will get right on it.



504.835.5551



QuarterClean  
@fqmd.org



Keep the Quarter Clean is an initiative of the French Quarter Management District in partnership with the City of New Orleans and the State's Keep Louisiana Beautiful campaign. Together we can ensure that the beauty of the French Quarter shines for all to see.

[www.fqmd.org/KeeptheQuarterClean](http://www.fqmd.org/KeeptheQuarterClean)

**French Quarter**  
MANAGEMENT DISTRICT

400 N. Peters Street, Suite 206 • New Orleans, LA 70130

# Example of partnership: KLB and the French Quarter Management District Keep the Quarter Clean Campaign



**Connect with KLB  
info@keeplouisianabeautiful.org.**

**keeplouisianabeautiful.org**

